



**Prosperity New Jersey**

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NJ Commerce & Economic Growth Commission

**William C. Weldon**  
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# Press Alert

**October 22, 2003**

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News releases, high-resolution images, biographies, and other material about Prosperity New Jersey can be downloaded from our web site at [www.prosperitynj.org](http://www.prosperitynj.org).

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## PROSPERITY NEW JERSEY TO FURTHER EMPOWER WOMEN BUSINESS OWNERS AT SYMPOSIUM

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**What:** Prosperity New Jersey, a partnership between business, education and government, will hold a *Symposium on Women in Business in the New Economy* at the Forsgate Country Club in Monroe Township. Approximately 250 established women business owners are expected to attend to participate in this dynamic conversation.

<b>Who:</b>	Adam M. Pechter, President and CEO Prosperity New Jersey	Congressman Rush Holt
	William D. Watley, CEO & Secretary NJ Commerce & Economic Growth Commission	Suzanne C. Pease, President National Association of Women Business Owners
	Governor James E. McGreevey	Kent Manahan, Senior Anchor NJN News

**When:** October 27, 2003 - 8:00 a.m. - 12:00 p.m.

**Where:** Forsgate Country Club - (732) 521-0070  
375 Forsgate Drive  
Monroe Township, New Jersey

**Why:** Women business owners have long been a fast-growing segment of New Jersey's diversified and sophisticated economy. Though many women have been in business for years, they continue to face hurdles to greater financial success, such as access to financing and bridging the communication and contract abyss between their businesses and large corporations.

# Symposium Program

## 8:00 – 8:30 a.m.

**Registration | Breakfast**

## 9:00 – 9:30 a.m.

### Welcome

**Adam M. Pechter**  
*President and CEO*  
Prosperity New Jersey

**The Honorable Rush Holt**  
*Congressman*  
U.S. House of Representatives

**The Honorable William D. Watley**  
*CEO & Secretary*  
NJ Commerce & Economic Growth Commission

## 9:30 a.m.

### Keynote Speaker

**Suzanne C. Pease**  
*President*  
National Association of Women Business Owners

## 10 a.m. - 12 p.m.

### Moderated Panel Q&A Discussion

#### Women in Business in the New Economy

Women business owners have long been a fast-growing segment of New Jersey's diversified and sophisticated economy. Though many women have been in business for years, they continue to face hurdles to greater financial success, such as access to financing and bridging the communication and contract abyss between their businesses and large corporations.

Ten women representing a cross-section of New Jersey's business community will impart valuable experience and perspective on transcending these unique challenges, and offer solutions that will help women business owners thrive in the New Economy. Kent Manahan, the Emmy Award-winning Senior Anchor of NJN News, will moderate the discussion. Audience members will have the opportunity to ask questions of the panelists during a portion of the two-hour dialogue.

### Moderator

**Kent Manahan**  
*Senior Anchor*  
NJN News

### Panelists

**Shari M. Blecher, Esq.**  
*Partner*  
Lieberman & Blecher, P.C.

**Freda Howard**  
*President*  
Howard Lane Gift Baskets

**Gloria Bryant**  
*President*  
The Writing Company

**Renae Jordan**  
*Vice President-SBA Loan Division*  
Commerce Bank

**Elsa DiGemma**  
*Regional Controller*  
Enterprise Rent-A-Car

**Ann Sullivan**  
*Federal Legislative Consultant*  
Women Impacting Public Policy

**Leanna R. Fournier**  
*President*  
Providence Pediatric  
Medical Daycare

**Joan Verplanck**  
*President*  
New Jersey State Chamber

**Caren Franzini**  
*CEO*  
New Jersey Economic  
Development Authority

**Marlene J. Pagley-Waldock**  
*President*  
New Jersey Association  
of Women Business Owners

## 12 p.m.

### Keynote Speaker

**The Honorable James E. McGreevey**  
*Governor*  
State of New Jersey